

# **WTOB Channel 2 Community Access Television**

## **Public Access Policy**

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### **Mission**

The mission of WTOB Channel 2 Public Access is to offer an inexpensive and practical opportunity for Blacksburg citizens, community organizations, and non-profit groups, to participate in community dialogue through cable television programming.

### **Facilities, Equipment, and Services**

Channel 2 is located in the historic Five Chimney's House on the corner of Washington Street and Draper Road in Blacksburg, Virginia. Our facilities include five staff offices and one suite for both linear and non-linear editing. Channel 2 offers a number of services for the Public Access producer/user. These include hands-on videography and editing workshops, self-service use of equipment, contractual videography and editing services, and information hosting on the community bulletin board.

#### **Training and Self Service Public Access**

On a monthly basis, WTOB Channel 2 offers videography and editing workshops for community members interested in producing their own program. Whether this program is a series or a special event, Channel 2 will provide assistance and training throughout this process. For personalized training, courses are limited to five attendees per class.

In order to use the facilities and equipment offered by Channel 2, the community producer/user must first complete the two-part course and examination, testing for proficiency and understanding. Another option would be for the producer/user to use his or her video equipment and to provide programming in the proper format for airing. In this instance, any producer/user not residing in Blacksburg is required to obtain sponsorship from at least 5 residents. See *Appendix C*.

#### **Contractual Services**

Channel 2 also provides contractual services for community members wishing to record a special event, community-wide activity, or public service announcement. Contractual services are for individuals or groups who do not wish to take the two-part course and produce the program themselves. These services are only available for non-commercial productions. *Appendix A* reflects a rate sheet for Channel 2 Public Access Services. Our station will provide professional staff for field and post-production operations and will produce a program within the client's budgetary parameters.

### **Producer/User Eligibility**

Eligibility for use of Channel 2 facilities and services is limited to adult residents of the Town of Blacksburg and surrounding areas. Anyone under the age of 18 interested in involvement with the station must have written parental permission and/or parental participation in the project.

### **Equipment Use and Reservations**

- Following the successful completion of the proficiency examination, the producer/user is required to submit a \$250 deposit in the form of check or credit card to use the video equipment. The deposit will **not** be processed unless the equipment is damaged, while in the user's possession. If the producer/user plans to use Channel 2 equipment on a frequent basis, the deposit can be kept on file for up to 6 months, if requested.
- Producer/users must reserve all field and post-production equipment at least 2 days in advance

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### **Equipment Use and Reservations, continued...**

- Reserved field equipment may be picked up during hours of operation, 8:00am-5:00pm, Monday-Friday.
- Field equipment may be used up to 3 consecutive days.
- Field equipment may not be used to record footage not intended for airing on Channel 2, and equipment may only be used in the Montgomery County area.
- Post-production reservations are limited to 3 hours at a time. WTOB reserves the right to cancel reservations.
- Cancellations of equipment reservations must be made 24 hours in advance.
- Equipment must be returned by 10:00am on the agreed upon date, or a late fee of \$5.00 per hour will be applied.
- For all facility reservations, if a producer/user fails to appear within fifteen minutes of the time scheduled or fails to notify Channel 2 of a cancellation, the reservation is forfeited. One forfeit will result in a verbal warning. The second forfeiture without notification will result in a \$25 service charge.

### **Program Ownership**

- Public Access programs are owned by the producer/user.
- All program tapes will be purchased by the Public Access producer/user.
- Master show tapes for recurring programs may be stored at Channel 2, if that program is currently scheduled to air.
- With permission from the Public Access producer/user, Channel 2 may make a copy of any master tape for future airing.
- Requests for dubs of a Public Access program are not the responsibility of WTOB Channel 2 and will be directed to the producer/user.

### **Program Content**

- The producer/user is responsible for all program content.
- Town resources will not be used to produce programs that are commercial in content or for any other commercial purpose.
- Material that is unlawful, obscene, libelous, or slanderous is unacceptable. The Station Manager, Town Attorney, Town Manager, or Public Information Officer has the right to determine the level of indecency and whether the program is acceptable for airing.
- Copyrighted material will not be allowed without written permission from the author, artist, publisher, and licensing organization. Permission must be provided 5 business days before airdate. It is the responsibility of all Public Access producers to include the following visual disclaimer in any program submitted for airing on WTOB Channel 2: "This is a Public Access program. The views on this program are not necessarily those of the Town of Blacksburg."
- Programming intended for a mature audience requires the following written and spoken viewer advisory: "The following program may contain subject matter that is not suitable for children. Parental discretion is advised."
- Producer/user's failure to provide the proper paperwork for copyright clearances or failure to comply with content advisories/disclaimers will result in a written or verbal warning and the program's immediate removal from the program schedule.

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### **Technical Standards**

- Channel 2 reserves the right to remove programs from the schedule should they contain technical problems. Producer/users may choose to resubmit the program after the issues are resolved. The following technical problems will be evaluated: Poor audio: distorted, over-modulated, low, or no audio. Poor video quality: over-exposed, under-exposed, etc.
- If a program is a recurring, pre-produced series, the length of the program may not exceed its allotted timeslot without first receiving permission from the Station Manager.
- Any program exceeding its timeslot may be pre-empted by another program.
- Programs may be shorter than the time allotted, however, that time cannot be less than 5 minutes. (25 minutes minimum for a 30-minute timeslot; 55 minutes for a 60-minute timeslot, etc.)

### **Program Scheduling**

- Programs must be submitted to Station Manager at least one (1) week before requested airdate. Exceptions must be pre-approved by the Station Manager.
- Time slots are allotted on a first come/first served basis.
- A time slot will be held as long as new programming is being delivered. If the producer fails to supply new material, the program may be removed from the schedule at the discretion of the Station Manager.
- Programs of an adult nature will air after 1am. The Station Manager will determine appropriate time slots for programs.
- Programs of an adult nature will only air one time.
- Obscene programs will not air on the channel. See *Appendix B*.
- Programs will not air more than twice a week.
- Live programming can pre-empt taped programming. The pre-empted taped programming may be rescheduled at the discretion of the Station Manager.
- Public Access programs may be pre-empted by Government Access programming.
- Public Access programs will air on Monday, Wednesday, Friday, and Sunday only, from 10am-11am, 3pm-4pm, and 6pm-9pm.
- At the discretion of the Station Manager, locally produced programming, i.e. programming which is substantially created, taped, or otherwise produced within the Town of Blacksburg, can preempt non-locally produced programming up to two (2) weeks in advance of the time slot of the non-locally produced programming.

### **Program Promotion**

- Programs will be promoted on the Channel 2 programming schedule on the Town's website at [www.blacksburg.gov/wtob](http://www.blacksburg.gov/wtob), electronic news notifications, the Channel 2 Community Bulletin Board, and in a printed version posted in public facilities.
- Short program descriptions are required in writing at the completion of the project and/or one week before airing on Channel 2
- Programs may be promoted on the Community Bulletin Board, see *Appendix D* for guidelines.
- Programs of an adult nature will not be included on promotional schedules.
- Producer/users may not use the WTOB logo for promotional purposes without written permission from the Station Manager.

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### **Submission of Production**

- A Cablecast Request form must be submitted before the production airs on Channel 2. Programs will not air without prior receipt of this form. See *Appendix E*.
- Productions may be submitted on VHS, SVHS, or DVD format only.
- Tapes/discs with multiple programs will not be accepted.
- All programs must include color bars, a graphic slate, and countdown before the program begins. The slate must include the information listed on the tape/disc label. All tapes/discs must be properly labeled or they will not be aired.
- Submissions are required to have the following information on the label and slate:
  - › Name of the production, as stated on the cablecast request form, and number in series, if applicable.
  - › Total running time of the production
  - › Name of the producer/user
  - › Date produced
- Any tape that is not properly labeled will not be aired.
- Channel 2 is not be responsible for the loss, destruction, theft or damage of materials submitted for air.
- Producer/users who would like tapes/discs returned must provide appropriate packaging and postage to do so.

***Failure to abide by the WTOB Channel 2 Public Access guidelines may result in the temporary or permanent suspension of station privileges per the decision of the Station Manager.***

# **WTOB Channel 2 Community Access Television**

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### *APPENDIX A*

#### **PUBLIC ACCESS RATE SCHEDULE**

<b>SERVICE</b>	<b>RATE</b>
Videography Workshop	\$20 per person
Editing Workshop	\$20 per person
Self Service Videography	\$250 one time returnable deposit
Self Service Editing	No Charge
Live Forums or Events	\$60 per person, per hour of event
Production Planning	\$40 per person, per hour
Script Writing	\$40 per person, per hour
Graphic Design	\$50 per hour
Field Production	\$40 per person, per hour
Editing	\$40 per person, per hour
Voice Overs	\$20 per person, per hour
Dubbing	\$13 per hour of footage. \$10 p/hour, client provides tape

# **WTOB Channel 2 Community Access Television**

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### **APPENDIX B**

### **OBSCENE AND INDECENT BROADCASTS**

#### **It's Against the Law**

It is a violation of federal law to broadcast **obscene** programming at any time. It is also a violation of federal law to broadcast **indecent** programming during certain hours. Congress has given the Federal Communications Commission (FCC) the responsibility for administratively enforcing the law that governs these types of broadcasts. The Commission may revoke a station license, impose a monetary forfeiture, or issue a warning, for the broadcast of obscene or indecent material.

#### **Obscene Broadcasts Are Prohibited at All Times**

Obscene speech is not protected by the First Amendment and cannot be broadcast at any time. To be obscene, material must meet a three-prong test:

- An average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest;
- The material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and
- The material, taken as a whole, must lack serious literary, artistic, political, or scientific value.

#### **Indecent Broadcast Restrictions**

The FCC has defined broadcast indecency as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community broadcast standards for the broadcast medium, sexual or excretory organs or activities." Indecent programming contains patently offensive sexual or excretory references that do not rise to the level of obscenity. As such, the courts have held that indecent material is protected by the First Amendment and cannot be banned entirely. It may, however, be restricted in order to avoid its broadcast during times of the day when there is a reasonable risk that children may be in the audience.

Consistent with a federal statute and federal court decisions interpreting the indecency statute, the Commission adopted a rule pursuant to which broadcasts -- both on television and radio -- that fit within the indecency definition and that are aired between 6:00 a.m. and 10:00 p.m. are subject to indecency enforcement action.

<http://www.fcc.gov/cib/consumerfacts/obscene.html>

# **WTOB Channel 2 Community Access Television**

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### *APPENDIX C*

### **DECLARATION OF SPONSORSHIP**

Name \_\_\_\_\_

Organization Represented (if any) \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_

Home Telephone \_\_\_\_\_ Work Telephone \_\_\_\_\_

Program Title \_\_\_\_\_

I am a resident of the Town of Blacksburg and I request that the program (title)

\_\_\_\_\_ which was produced by (studio, organization, or individual)

\_\_\_\_\_ located at (address) \_\_\_\_\_

\_\_\_\_\_

be cablecast on WTOB Channel 2, the Town of Blacksburg's Public and Government Access Television Station.

I understand that as a sponsor of this program, my name will be on file at WTOB as an information source.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

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### **APPENDIX D**

### **COMMUNITY BULLETIN BOARD ANNOUNCEMENTS**

WTOB Channel 2 is Blacksburg's Community Access Television Station. As a public and government access station, WTOB's Community Bulletin Board announces local events and happenings as well as town government information to viewers.

The Bulletin Board is a graphic display of announcements set on a continuous loop and can be seen by thousands of people each day when regular video programming is not being aired on WTOB.

#### **Qualification**

You may submit an announcement for the Bulletin Board if you are representing a non-profit organization, Adelphia Cable, or Blacksburg Town Government.

#### **Deadline**

- Announcements must be submitted at least two (2) weeks in advance of requested airtime.
- Although WTOB will make every effort to post announcements, all information sent in is a *request*. WTOB does not guarantee that every announcement will be posted.
- Announcements will run for a maximum of 2 weeks if an end date is not specified.
- No announcements will run indefinitely. An announcement must be re-submitted if it is to air for more than 2 weeks.

#### **Submitting Announcements**

- The best way to have your announcement posted with quick results is by using the online form at [www.blacksburg.gov/wtob/announcement.php](http://www.blacksburg.gov/wtob/announcement.php)
- Announcements can also be submitted using these methods:
  - Fax: (540)961-1875, attention: WTOB Community Bulletin Board
  - Mail: 300 S. Main St., P.O. Box 90003, Blacksburg, VA 24062-9003
  - Drop off at WTOB office: 203 Washington St., SW, Blacksburg
- Announcements will not be accepted via telephone.
- Announcements must be typed or neatly written.

#### **Content**

- Announcements that are commercial in nature will not be posted. (Ex. Containing ticket prices, entry fees, costs of any kind, etc.)
- Length of announcements cannot exceed 300 characters.
- Entire press releases will not be posted on the Bulletin Board.
- Information that is required but will not be posted unless it is in the announcement: name, organization, phone number, air dates of announcement.

#### **Design**

Backgrounds for announcements will be chosen at random and design of the announcement is at the discretion of WTOB staff.



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### *APPENDIX E*

### **CABLECAST REQUEST AND ACKNOWLEDGMENT**

#### **Producer/User Information**

Name \_\_\_\_\_

Organization Represented (if any) \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_

Home Telephone \_\_\_\_\_ Work Telephone \_\_\_\_\_

Email \_\_\_\_\_

#### **Program Information**

Program Title: \_\_\_\_\_

Type of Production (check one): ☐ One-Time Special ☐ Series

Frequency of production (if a series): \_\_\_\_\_

Requested Air Date/Day (if a series): \_\_\_\_\_ Requested Time: \_\_\_\_\_

Length of the Program in hours, minutes, seconds: \_\_\_\_\_

Description of program: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### **Acknowledgement**

I have received and read WTOB's Public Access Policy. By signing below, I understand and agree to the policies set before me. I understand that WTOB reserves the right to copy my program for future airing.

\_\_\_\_\_  
Signature and Date

Completed form received by WTOB Station Manager

\_\_\_\_\_  
Signature and Date